



April 19, 2013

Shoshana M. Grove
Secretary
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268-0001

Re: Docket No. MT2012 - 1

In accordance with Commission Order No. 1035, issued December 9, 2011 in Docket No. MT2012-1, the Postal Service presents its data collection report for Fiscal Year 2012 and Fiscal Year 2013, Quarter 1 and Quarter 2 on the market test for First-Class Tracer.¹

The First-Class Tracer market test began on December 10, 2011 with 50 test locations. However, in Fiscal Year 2012, Quarter 4, the Postal Service became aware of a scripting error that caused the Track & Confirm system to display the "Out for delivery" scan event without a corresponding date/time. Feedback received internally and from participating Post Offices indicated that customers wanted to see a date/time associated with the 'Out for delivery' scan event.

As a result, management decided to: 1) put the market test on hold pending an enhancement of the scripting; 2) stop distribution of the existing tracer barcodes; and 3) allow the test locations to sell out of their existing supplies. In the interim, the Postal Service is actively working to enhance the scripting, and anticipates that the necessary system updates will be completed by July 2013. The Postal Service will report on the status of the scripting updates in future data collection reports.

Nevertheless, pursuant to Order No. 1035 (pp. 6-7), the Postal Service is required to report both the total volume sold, and the total revenue generated, at each retail test location by quarter. The workbook (filed in conjunction with this report), entitled, "First-Class Tracer by Quarter Detail," includes the aforesaid data requested by the Commission.

Additionally, the Postal Service is required to report the attributable and total costs incurred in conducting the market test, including the administrative and ancillary costs. The costs are as follows:

¹ The Postal Service hereby requests late acceptance of its data collection report for the First-Class Tracer market test. Due to a change in management, nobody was tasked with the responsibility of developing the required data collection reports. The Postal Service regrets this oversight, but believes that no party will be prejudiced by the resulting delay.

ATTRIBUTABLE COSTS

- None

ADMINISTRATIVE COSTS

- Production and fulfillment of displays in addition to manufacturing the product (Tracer barcode stickers) was performed by contracted ad agency, Draft FCB (DFCB). The Postal Service incurred a total of \$14,950 in out of pocket costs for DFCB to produce the following elements:

Element	Quantity	Cost
Countercard / Slatwall Display	2 each of 2 versions	\$2,400
Sticker Sheets with barcode label	4,500 5-up sheets	\$9,450
Insert Cover Sheet 2 Versions (one for 5 tracers, one for 10 tracers)	1,500 each of 2	\$650
Price Stickers	50 sheets	\$550
Wrapping and insertion of sticker sheets	1,500 of 1 1,500 of 2	\$1,500
Kit packing	25 each of 2 versions	\$400

ANCILLARY COSTS

- None

Sincerely,

Brandy Osimokun
Attorney